



Digitalization vs. Digitization

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Digitalization and digitization are similar concepts, but they are not interchangeable.

Brands that understand and utilize both concepts realize new ways to **innovate** within today's world.

What is Digitalization?

Digitalization is the use of digital technologies to **change** a business model and provide new revenue and **value**-producing opportunities.



SOURCE: Gartner IT Glossary

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What is Digitization?

Digitization is simply converting **analog** to **digital** – though this can take many forms.

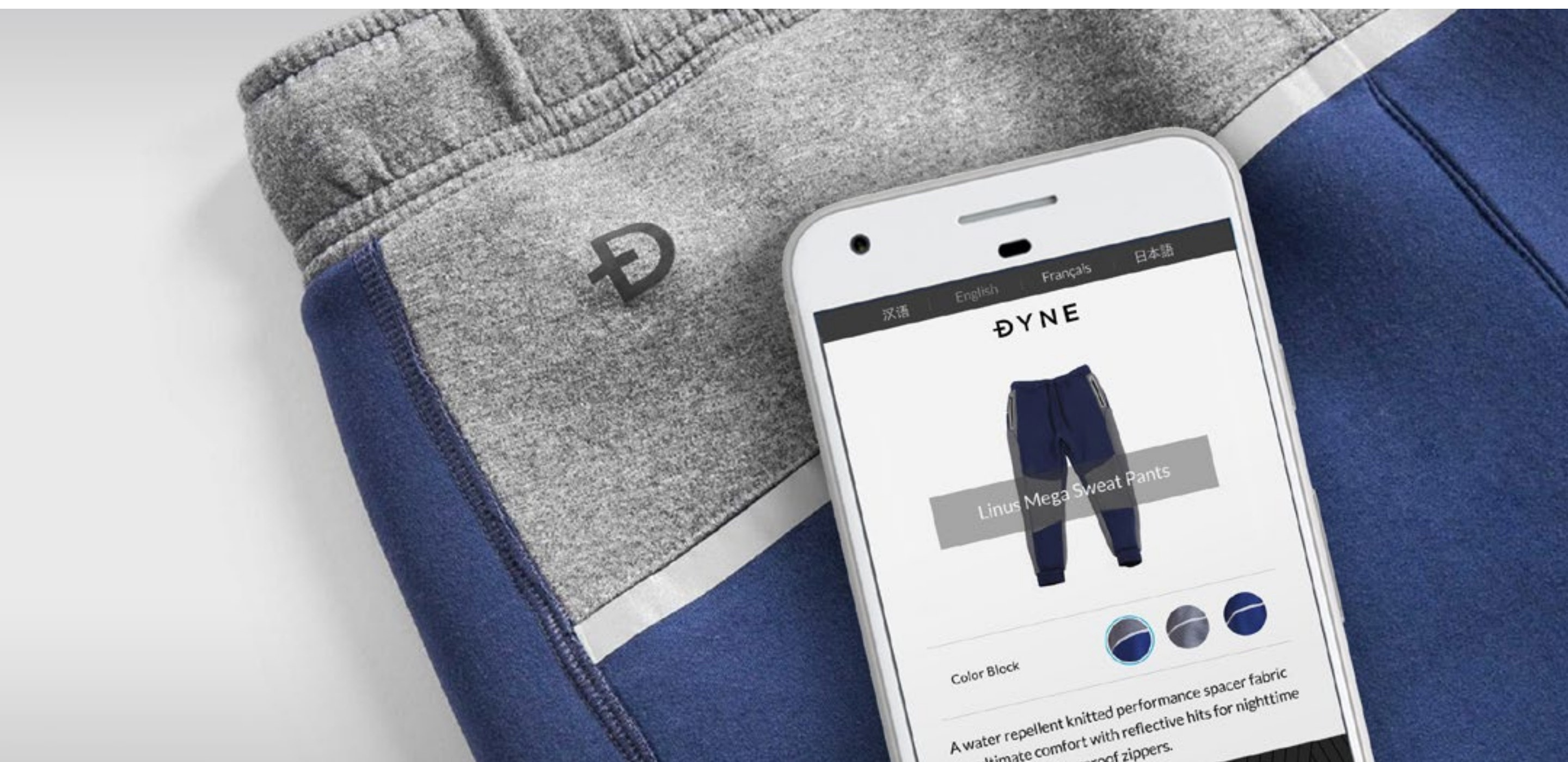
For example, a company may convert all their paper records into digital files, **eliminating** the need for physical file storage space and use of extraneous paper.

Digitization can also apply to analog audio and video transferred to digital sources.

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Digitization is more specific than digitalization; digitization may be **one** part of a digitalization plan, but it is not the plan itself.

Click [here](#) to see examples of digitalization.



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